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PAN-ARAB COUNCIL  
for  
Education and Economic Progress

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FOREWORD

The countries of the Middle East, lying at a point of strategic significance to the entire world, comprise a cross roads of world trade and connect the major continents of Asia, Europe and Africa. Owing to its geographic significance, the Arab East presents an area of historic concern in the power struggles of nations. With the advancement of modern world intercourse, the Middle East area has become an axis of increased political import. Yet, as Western nations race toward new horizons of economic and political enlightenment, the Arab East, submersed in an archaic agrarian economy and philosophic heritage, remains, for the most part, unresponsive to external efforts of assistance.

THE BASIC PROBLEM

As the peoples of the Middle East and Moslem world awaken to the stimulus of world progress, the need for a greater understanding of American social and economic freedom becomes increasingly imperative. Because of dramatic precedents of past imperialistic leadership, new ideas of alien powers are rejected with a determination to dispel foreign aid as an imposition of authority. Thus, the deep rooted distrust of other governments at once presents an irksome dilemma and it becomes apparent that the effective spread of democratic ideology must be sponsored by private enterprise.

The problem of providing tangible and sincere evidence of American industry's interest in the welfare of the Middle East peoples is the paramount motivation of the Pan-Arab Council.

## DIRECTION AND PLAN

### GOAL

The objective goal of the Pan-Arab Council is born of a paramount need for a joint effort on the part of American private industry, philanthropic foundations, and educational institutions for the progression of the health and well being of the peoples of the Middle East and Moslem world. This goal can be realized best by a program of educational advancement which, based upon American "know-how" and knowledge, will enable the individual to aspire to greater utility and self-sufficiency. Such a program should assure the proper assimilation and distribution of educational devices in a form acceptable to the Arab's philosophy and appreciative of his educational level.

### METHOD

The Pan-Arab Council proposes to meet the task through the establishment and operation of a common clearing house and distribution center for audio-visual educational materials designed for the promotion of fundamental education of the various countries. The application of audio-visual techniques has experienced sufficient success to warrant an attempt at pooling and exchanging the various aids adapted to instructing a people. The success of audio-visual materials used in similar projects in China, Afghanistan, Belgian Congo, India, Iran, New Guinea and Morocco has demonstrated the value of education through audio-visual methods. The

experiment in fundamental education now being conducted in Cairo, Egypt, by U.N.E.S.C.O. is based upon the principle of audio and visual learning.

#### DEVICES

With the establishment of such a clearing house and distribution center it will become necessary to gather and coordinate all of the audio-visual materials and available educational methods pertinent to the area. Motion pictures, film strips, posters, mobile placards as well as take-home visual materials are needed in this phase of fundamental education. These devices will be classified according to the most advantageous use by:

**PROCUREMENT**—All pertinent audio-visual materials available for fundamental education will be obtained from industry, government and other sources in order to assemble a depository capable of carrying out the Council's purpose.

**SELECTION**—Careful screening will select from available materials those audio-visual aids which will convey the desired effect in the area.

**ASSEMBLY**—All materials available for fundamental education will be assembled, filed and catalogued for reference and expeditious distribution.

**EVALUATION**—Materials to be utilized in the program must be evaluated in the light of the people's needs. Careful coordination of the types of education to the needs and understanding of the people will be a prime factor in the success of the overall plan.

**STUDY**—Continuous study and analysis of various agencies and institutions presently engaged in fundamental educational programs in the Middle East and other areas will be conducted in order to appraise comparative progress and new approaches. The findings of the Audio-Visual Work Conference held at the University of Messina in 1953 will be examined thoroughly as a part of the Council's efforts toward adoption of all known devices of education in the Middle East.

### MONETARY REQUIREMENTS

#### INITIAL SPONSORSHIP

At its inception and for a period of three to five years the Pan-Arab Council will require, and the extent of its aims will be dependent upon, financial sponsorship of an impartial foundation dedicated to philanthropic ventures. Such sponsorship will assume:

The administrative costs of the program.

The cost of pilot audio-visual materials for use by instructors in fundamental education.

The cost of maintaining a basic photographic unit in the Middle East area.

#### ROLE OF INDUSTRY

Since ultimate success of the program is dependent upon participation of American industry, leaders in various fields will be called upon initially to the extent of:

Making available privately produced audio-visual materials applicable to the Middle East.

Bearing a share of the cost of additional audio-visual materials with reference to that phase of fundamental education specifically identified with the particular industry's product and service.

#### ENDOWMENT PERIOD

With an accelerated program of fundamental education, expanded by an increased interest of private industry, the monetary requirements for sponsorship by an impartial foundation will decline rapidly. During the three to five year period following its inauguration the Council will explore every available prospect in its effort to obtain supplemental funds from industry and other sources. At the expiration of its endowing period, the endowing foundation will have recognized a fulfillment of its purpose in the existence of an independent institution dedicated to a notable cause.

## ORGANIZATIONAL STRUCTURE

### DIRECTION AND PLANNING

During the period of its sponsorship, the endowing foundation will direct broad policy and planning within the limits of the program's purpose of providing an audio-visual library and clearing house for the interests of fundamental education.

### ADVISORY BOARD

Because of the primary need for counseling in the various educational areas, interpretation of its aims and work, and continuing financial support, the council will retain a select group of persons to comprise an Advisory Board. To assure an integrated effort, this group will be always on call for service and will be chosen from:

Educators  
Industrialists  
Middle East Government Representatives

### STAFF

The actual staff responsible for direct execution of the program will be composed of six full time members, all of whom will be located at or near the vicinity of the audio-visual clearing house and distribution center. Associated staff members may be added as the need arises. Staff members and their respective qualification and duties are as follows:

COORDINATOR--This position is likened to the office of corporation president and calls for a person of experience in the field of audio-visual education and completely familiar with the problems to be encountered in the general area. The coordinator will be the effective head of the program and will be responsible to the endowing foundation for periodic progress reports and financial accounts. The coordinator will be directly responsible for the execution of the broad principles set forth by the foundation.

CHIEF LIBRARIAN--The chief librarian will be experienced fully in the field of audio-visual techniques and will be expert in ways and means of obtaining, assembling, classifying and cataloguing all types of educational devices to a particular phase of fundamental education. A basic knowledge of the Middle East and Moslem philosophy, culture and educational level is a necessary prerequisite to this position. The chief librarian will be in charge of the audio-visual clearing house and distribution center and will be responsible to the coordinator.

ASSISTANT LIBRARIAN--The assistant librarian will be chosen by the chief librarian with the approval of the coordinator and will be experienced in audio-visual methods. Duties will be designated by the chief librarian.

DIRECTOR-PHOTOGRAPHER--The director photographer will be responsible for actual photography and processing of film. General duties will require expert photographic techniques as well as training in audio-visual approaches to fundamental education.

LABORATORY AND PRODUCTION ASSOCIATE--The laboratory-production associate will be an assistant to the director-photographer and will be responsible for the operation and maintenance of all photographic and laboratory facilities. He will have technical training in the mechanics of audio-visual equipment as well as knowledge of proper adaptation of a particular device to a specific phase of fundamental education.

RESULTS AND CONCLUSION

INTERIM EXPECTATION

The establishment and operation of the Pan-Arab Council for Education and Economic Progress will produce visible results only after the program is well established. Its plan is not conceived for the purpose of stimulating momentary alterations of a basic way of life and the real benefits will be clear only after years of sound direction. However, periodic analysis of the programs' progress will reveal substantial gains in:

A growing understanding by the people of the Middle East and Moslem world of American free enterprise.

Stimulation of the peoples of the Arab East of their own potentials in social and economic development.

Production of audio-visual materials to meet fundamental requirements, and an implementation of a continuous supply of such materials for distribution and use.

The development of an organization able to continue the operations of an audio-visual library and clearing house after foundation aid is terminated.

Elimination of present methods of time consuming distribution of educational devices.

Encouragement of worker participation on the planning level by means of reports, projects and work conferences.

Gradual change from the Middle East and Moslem peoples' philosophy regarding the dignity of hand labor.

Increase in the prevailing standard of living.

Expansion of American industry's consumer markets.

#### ULTIMATE REALIZATION

So long as the Middle East area remains significant to its geographical location and paramount in its possession of remunerative materials, the need for intelligent guidance of its peoples will continue. An improvement of the present educational level and economic status can only be accomplished by sincere and sound direction from external origin. Such guidance will be a necessary factor in the progressive future of the Arab East. When its socio-economic level begins to approach a dignity equal to its geographic significance, the peoples of the Middle East and Moslem world will be competent in the methods of self-help and world intercourse. At such time, the Pan-Arab Council for Education and Economic Progress will have realized the fruition of its effort.